

**APPROPRIATIONS COMMITTEE
PUBLIC HEARING**

February 20, 2013

**TESTIMONY OF
THE PALACE THEATER
&
CONNECTICUT ASSOCIATION FOR THE PERFORMING ARTS
CAPA - SHUBERT THEATER
&
THE STAMFORD CENTER FOR THE ARTS
&
THE GARDE ARTS CENTER**

Good evening members of the Committee. My name is John Fisher and I am the Executive Director of the Connecticut Association for the Performing Arts (CAPA) and the Shubert Theater in New Haven and a board member of the Connecticut Arts Alliance (CAA).

My name is Michael Moran, and I am the Executive Director of the Stamford Center for the Arts.

I am Steve Sigel, Executive Director of the Garde Arts Center in New London also a board member of the CAA and

I am Frank Tavera and the Chief Executive Officer of the Palace Theater in Waterbury and the Board Vice Chair CAA.

Collectively we wish to take this opportunity to thank you for the support you have expressed for our organizations and ask you to at least maintain the directed grants each one of us receives in the Governor's biennial budget.

As in the past, we come before you not as four competing competitors, theaters in the urban centers of Waterbury, New Haven, New London and Stamford, but as a collaborative of the state's four collaborators representing the state's premiere performing arts centers located in the heart of Waterbury, New Haven, New London and Stamford premier not for profit performing arts centers. As regional program providers, we have a combined population served of about 2.2 million, or 61% of the State's population.

As distinctly urban centers, our programs, partnerships, collaborations and outreach are designed to impact almost every economic, ethnic, educational and cultural segment of our population. Our common mission is utilizing the diverse and unique resources of each of our multi-purpose facilities, and our individual cities to reenergize and reconnect the many communities that surround us.

In these most challenging of economic times our organizations are now called upon more than ever to preserve and strengthen the economic, educational and cultural growth of the regions we serve. Because of these challenging times, we especially appreciate your acknowledgement of and continued financial support for our critical role in creatively improving the challenges that affect so many of our populations.

Americans for the Arts' recently completed state-wide analysis of arts spending, the CT Arts and Economic Report IV - highlighted the broad and comprehensive economic impact arts organizations in every town and city. In aggregate the Connecticut Arts Industry in 2010 –

during a very weak economy - generated \$653 million in organization and audience spending, yielding \$59,000,000 in local and state revenues, and supporting 18,314 full-time jobs.

Our four institutions collectively employ 614 people, annually serve 354,000 patrons and generate an economic impact of over \$28 million to our regions. This means the combined direct funding for our institutions in the Governor's proposed budget is returned to the State by about 21 times over. This impact does not include the significant capital contributions invested in maintaining, restoring and upgrading our individual historic and sophisticated facilities. Nor do these numbers reflect the more than 1,000 volunteers we collectively engage or the hundreds of non-profit and social service organizations who we help support with subsidies and fundraising assistance.

Additionally our unique multi-purpose facilities and diverse programming serve as educational assets, fostering creativity and the imaginations of our students and providing services which are currently being eliminated from many school curriculums. We provide students with the opportunity to master critical thinking, communication and innovative skills that are vital for a productive workforce which is critical for our State to remain competitive.

Clearly, the Arts Mean Business and are a wise investment of public dollars that is multiplied many times over. Urban-based downtown performing arts centers are critical economic drivers, job creators, educational assets, civic catalysts, historic treasures and cultural legacies. We equally believe that our State's economic success requires continued and increased funding for all arts organizations large and small, in major cities and small towns.

That end, we hope you will continue to fund at least at a very modest \$2 million amount the Culture, Tourism and Arts line item for the operating, project and local arts agency grants awarded by the CT Office of the Arts, as well as maintaining the directed grants to each of our organizations.

We are grateful for your support and leadership. Thank you for your time.

Sincerely,



PALACE
T H E A T E R

Frank Tavera, CEO, Palace Theater



John Fisher, Executive Director, Shubert Theater



Michael E. Moran, Jr. Executive Director, Stamford Center for the Arts



Steve Sigel, Executive Director